

## A. Background <sup>1</sup>

A Main Street Master Plan Study was performed and completed in October of 2007. The study was initiated to review current land uses and development patterns along Main Street, from Parrish Lane south to Pages Lane. An “oversight committee” was formed to provide ongoing direction and input throughout the process. On October 23, 2007 the final Main Street Master Plan Study was presented to the City Council.

Based on the assessment and recommendations of the Main Street Master Plan Study, the City Council, on December 18, 2007, adopted a “temporary zoning restriction ordinance” in order to move forward with amendments to the City's General Plan and other relevant ordinances regarding development and uses along Main Street. The City then secured the services of Cooper Roberts and Simonsen Associates (CRSA) to assist City staff and officials with preparing recommended amendments to the City's General Plan and Zoning Ordinance to implement elements of the Master Plan Study.

The overall vision of the South Main Street Corridor Plan is to return Main Street to “center stage” as the civic, cultural, and community heart of Centerville City. The Main Street Corridor from Parrish Lane to Pages Lane is considered the “town center” of Centerville City. The vision of the Corridor Plan is more particularly discussed on Section 4.C.

## 1. Summary of Existing Assets and Potential Opportunities

Every community has assets that make them unique, such as distinctive buildings,

local businesses, public or civic spaces, and historic resources. These assets ought to serve as the foundation for building goals and policies within a general plan document. Establishing such a foundation will assist with preserving and maintaining a community's sense of place. Listed below are several assets and opportunities that should serve as the foundation of the South Main Street Corridor District Plan;

- a. City Hall and the Post Office serving as a central civic destination within the Main Street Corridor with Founders Park and the Whitaker Museum as supportive civic land uses.
- b. The existence of several historically significant commercial buildings that could provide unique architectural resources to assist with defining the built environment of Main Street.
- c. The existence of historic and charming residential buildings that remain as a reminder of the once residential nature of Main Street.
- d. The presence of several small businesses, specialty shops, and dining establishments providing locally-owned and operated alternatives and variety to residents.
- e. The recent placement and construction of new office buildings providing diversity in the architectural style along Main Street.

## 2. Summary of Existing Challenges and Potential Possibilities

Like the assets previously cited, each community has challenges or problem areas that ought to be addressed. Identifying these challenges and linking potential possibilities are the first steps in a successful effort to revitalize the South Main Street Corridor.

- a. Lack of or little potential for providing on-street parking within the corridor.
- b. High-speed vehicle environment creating safety and noise issues along Main Street.

<sup>1</sup> Amended by Ord. No. 2010-16,  
November 16, 2010

- c. Lack of or insufficient park strips buffering various sidewalk and roadway activities.
- d. Lack of or insufficient alternative transportation modes and associated amenities in the design of Main Street.
- e. Lack of or insufficient pedestrian friendly walkways and street crossings.
- f. Narrowness of the streetscape design with uncomfortable transitions to private property (e.g. narrow side walk widths, short tree crowns, and tall fencing adjacent to the public realm).
- g. Lack of or inconsistent application of setbacks, landscape buffers, and hardscaping designs along lot frontages of Main Street.
- h. Presence of grade changes creating challenging physical and visual design solutions.

### 3. Formation of a South Main Street Corridor Context

Growth and revitalization efforts or strategies ought to encourage infill and re-development in balance with the community's desire to highlight Centerville's Main Street. The South Main Street Corridor can and will thrive if included in the design framework of this area is a scheme that provides various alternatives to purely an automobile oriented street. Pedestrian-friendly amenities, alternative forms of transportation, proper architectural and building design, and other similar concepts need to be considered in designing the South Main Street South Corridor District. Redevelopment and enhancements need to focus on such concepts to create a stronger, more vibrant, Main Street environment.

### 4. Summary of Other Existing Applicable General Plan Policies

Section 12-430-2.2 – Describes the area between Porter Lane and Parrish Lane as the traditional commercial area of Centerville City. The policy recognizes

that the area never fully developed as a strong focal point and that revitalization efforts need to be encouraged.

Section 12-450-1 – As part of the City's Master Plan, Main Street is defined as a "minor arterial" roadway.

Section 12-450-2 – Identifies Main Street as a "major entrance" to Centerville City. Such an entrance is important to the overall appearance and atmosphere of the City.

Section 12-480-2.2.a – Identifies the existing commercial development at Pages Lane as an important neighborhood shopping center having its own distinctive development characteristics and issues.

Section 12-480-2.2.b & 3.2.a – Again emphasizes the traditional commercial area of Main Street defining it as the area between Porter and Parrish and not extending it more than ½ block east or west of Main Street.

Section 12-480-2.3.a – Establishes a City Hall and Founders Park Master Plan to function as a civic place and cultural center along Main Street.

### B. Summarized Neighborhood Planning Process and Comment

October 19, 2007 - Final Presentation of the Main Street Master Plan Study that included a 3-day charrette and public meeting presentations to both the Planning Commission and City Council.

February 05, 2008 - An Ad-Hoc Committee Meeting consisting of 2 Elected Officials, 2 Appointed Officials (Commissioners), and several residents and business owners meet. The Committee reviewed the 1st draft of the General Plan

February 12, 2008 - The Ad-Hoc Committee continued their review the 1st draft of the General Plan

March 11, 2008 - The Ad-Hoc Committee reviewed the 1st draft of the Zoning Ordinance Regulations and the 2nd Draft of the General Plan

March 25, 2008 - The Ad-Hoc Committee Meeting reviewed the 2nd draft of the Zoning Regulations

April 16, 2008 - An Open House was held to review the proposed drafts of the General Plan and Zoning Ordinance. Meeting participants were provided and opportunity ask questions and to comment on the proposed changes to the General Plan and Zoning Ordinance.

### **C. South Main Street Corridor Plan Vision**

The South Main Street Corridor District vision establishes a comprehensive guide to future physical land use patterns and desired attributes that have been expressed by the public and City's appointed and elected officials ("Vision"). Additional planning principles and concepts have also been included to help establish the policies of the overall Vision.

In the case of the South Main Street Corridor District Plan, the **Vision is expressed using four (4) different topics.**

**These topics are:**

- **Land Use**
- **Mobility**
- **Setting**
- **Built Environment**

In addition to the topics, the South Main Street Corridor District area is divided into six (6) different districts ("Districts"). Each district plays a different and sometimes distinct role in how land uses patterns are to develop in that particular area of the neighborhood. These districts are identified as follows:

- North Gateway Mixed Use District
- Civic & Cultural District
- Traditional Main Street District
- City Center Main Street District
- Residential Boulevard District
- Pages Lane Mixed-Use District

**The goals and objectives associated with the South Main Street Corridor Plan are to be considered as statements of policy and are to be used in the decision-making process for land use ordinance amendments, applicable land use application reviews, and/or related capital improvement programs.** Additionally, each goal may be accompanied by descriptive text that is intended to assist with understanding the purpose, intent, and interpretation of the goal.

**The South Main Street Corridor Plan identifies four (4) Corridor-Wide Goals and twenty-three (23) Corridor-Wide Objectives. Additionally, goals and objectives are included for each unique district. All together, the South Main Street Corridor Plan includes nine (9) Goals and seventy-four (74) Objectives.**

These goals, objectives, and graphical maps for the South Main Street Corridor Plan are described on the remaining pages of this document.

***SOUTH MAIN STREET  
CORRIDOR-WIDE VISION******GOALS:*****1. Promote the South Main Street Corridor as the cultural, civic, and community heart of Centerville by providing a careful balance of *land uses*, which serve residents, businesses, and visitors.**

Generally, the South Main Street Corridor includes the lands along Main Street between Parrish Lane and Pages Lane. Specifically, the South Main Street Corridor addresses parcels abutting Main Street, but may also include parcels located just off of Main Street along the several East-West side streets.

The goal is intended to enhance Main Street's role in the Centerville community. This will require preservation of the existing mix of land uses throughout the South Main Street Corridor, and further development of this mix in specific areas. At the same time, care must be given to minimize potential land use conflicts and protect the interests of existing residents and businesses.

***OBJECTIVES:***

1.A. Preserve the existing mix of land uses along the South Main Street Corridor, recognizing that each District has a different character and different land use needs.

1.B. Minimize, to the extent possible, potential conflicts between adjacent land uses.

1.C. Encourage additional single-family and multi-family residential land uses, by way of mixed-use development, throughout the South Main Street Corridor.

1.D. Encourage greater intensity in land uses in appropriate areas along the South Main Street Corridor. Examples include mixed-use developments, such as a retail use with a housing component above, and greater floor-area-ratios (FAR), such as a two-story building rather than a one-story building of the same footprint.

1.E. Incorporate Main Street into the neighborhood planning process for both the east and west side neighborhood plans to allow for consistency and coordination.

***SOUTH MAIN STREET  
CORRIDOR-WIDE VISION******GOALS:*****2. Preserve and enhance  
*mobility* throughout the  
South Main Street  
Corridor.**

Generally, the South Main Street Corridor includes the lands along Main Street between Parrish Lane and Pages Lane. Specifically, the South Main Street Corridor addresses parcels abutting Main Street, but may also include parcels located just off of Main Street along the several East-West side streets.

The goal is primarily to improve safety and comfort of people traveling through and within the South Main Street Corridor. This includes accommodations for motorists, pedestrians, bicyclists, and people of all ages and ability levels.

***OBJECTIVES:***

2.A. Create the opportunity for on-street parking throughout the South Main Street Corridor, specifically in the North Gateway/Mixed Use, Civic/Cultural, and Traditional Main Street Districts.

2.B. Protect and increase the safety of motorists and pedestrians by advocating for a lower speed limit within the South Main Street Corridor. This recommendation is of high priority for implementation and should be pursued immediately upon adoption of the general plan update.

2.C. Work with the Utah Department of Transportation to provide additional crosswalks, and pedestrian safety features, across Main Street.

2.D. Advocate for wider sidewalks throughout the corridor when road cross-section improvements are being considered. Emphasis should be placed on identifying Safe Routes to School and within the Traditional Main Street Commercial District.

*GOALS:***2. Preserve and enhance  
*mobility* throughout the  
South Main Street  
Corridor... cont.***OBJECTIVES*

2.E. Consider and evaluate the effects of road cross-section improvements on traffic flow, aesthetics, and the safety of motorists and pedestrians. Improvements may include: striped bike lanes, planted medians, raised intersections, bulb-outs and chokes, pavement treatments, and sidewalk improvements (*see Roadway Design Matrix of Corridor Plan*).

2.F. Ensure that pavement treatments do not hinder access for those who have limited physical mobility or are wheelchair bound.

2.G. Allow for bike routes that are a part of the roadway, to provide opportunities for bike lanes along Main Street and on surrounding neighborhood streets that connect to Main Street. Bike lanes/routes create a designated space for bikers and reduce the conflict between pedestrians and bicyclists on the sidewalk.

## ***SOUTH MAIN STREET CORRIDOR-WIDE VISION***

### ***GOALS:***

### **3. Enhance and promote the South Main Street Corridor as the *setting* for attractive, convenient, active, safe, and enjoyable destination and place of residence.**

Generally, the South Main Street Corridor includes the lands along Main Street between Parrish Lane and Pages Lane. Specifically, the South Main Street Corridor addresses parcels abutting Main Street, but may also include parcels located just off of Main Street along the several East-West side streets.

The goal is primarily to enhance the physical appearance and atmosphere of the South Main Street Corridor. The South Main Street Corridor should be a beautiful focal point for the community, and a reflection of the community's values and demand for quality.

### ***OBJECTIVES:***

3.A. Develop and implement a coordinated standard for streetscape improvements along the entire South Main Street Corridor. Improvements should include street lighting, landscaping, street furnishings, signage and other such amenities. These improvements could take place through a City initiated assessment areas and be coordinated with the Utah Department of Transportation (UDOT).

3.B. Develop and implement Corridor-wide standards for fencing to protect the pedestrian environment while still accommodating the needs of private residences. Fencing regulations should be consistent with front-yard fencing, allowing only for low, open fencing under 3' in height or low stone walls (2' height). New privacy fencing ought not to be allowed adjacent to the sidewalk and existing privacy fencing could possibly be phased out using a City incentive program

3.C. Prohibit the location of parking lots or areas of asphalt in the front setback area between a building and Main Street. Strategic public parking lots should be coordinated to provide shared parking opportunities along the Corridor. Individual parking lots should be located to the side or preferably the rear of the building.

*GOALS:*

3. **Enhance and promote the South Main Street Corridor as the *setting* for attractive, convenient, active, safe, and enjoyable destination and place of residence (*continued*).**

*OBJECTIVES:*

- 3.D. Highlight a central intersection along the Main Street Corridor to designate and establish as the core or heart of Main Street.
- 3.E. Connect Main Street visually to adjacent neighborhoods and regional commercial areas through streetscape design elements (landscaping, furnishings, lighting, etc.).
- 3.F. Connect Main Street physically to adjacent neighborhoods and regional commercial areas through the use of new trails, bike routes, and established pedestrian routes (sidewalks or pathways).



***SOUTH MAIN STREET  
CORRIDOR-WIDE VISION******GOALS:*****4. Coordinate elements of the *built environment* to create a sense of arrival and define the enclosure of public space within the South Main Street Corridor.**

Generally, the South Main Street Corridor includes the lands along Main Street between Parrish Lane and Pages Lane. Specifically, the South Main Street Corridor addresses parcels abutting Main Street, but may also include parcels located just off of Main Street along the several East-West side streets.

The goal is primarily to use building orientation, architecture, scale and massing, and location to define the physical character of Main Street.

***OBJECTIVES:***

- 4.A. Consider preserving key historic buildings within the South Main Street Corridor whenever possible.
- 4.B. Require a range of consistent setbacks within each District, and generally throughout the entire South Main Street Corridor.
- 4.C. Require primary buildings to orient to Main Street and provide entrances to each building from Main Street. Corner buildings will orient to both streets and have an entrance on both street-facing sides or at the corner.
- 4.D. Encourage a variety of complementary architectural styles, types, and massing of structures to establish connectivity along Main Street.
- 4.E. Develop a set of commercial design guidelines for commercial and mixed-use structures within the South Main Street Corridor.
- 4.F. Require appropriate building heights within each District.

***NORTH GATEWAY MIXED  
USE DISTRICT******GOALS:*****5. Create a distinctive  
anchor appearance that  
signifies arrival into  
Centerville.**

Generally, the North Gateway/Mixed Use District includes the lands at and adjacent to or visually prominent from the intersection of Parrish Lane and Main Street within the South Main Street Corridor as more particularly shown on the District Map.

The goal is primarily to provide a distinctive entryway into Centerville from the I-15 interchange. The appearance and land use should signify arrival and guide people on to Main Street.

***OBJECTIVES:***

5.A. Establish a mixed-use zone for the North Gateway/Mixed Use District that will allow for residential, retail and office uses. Use mixtures may be in one building or a combination of buildings, such as in a planned development. A single use may also occupy a single building (i.e. a residential structure).

5.B. Establish a front setback range of 0' minimum to 15' maximum for the North Gateway District. This range should be used for both street-facing sides of a corner lot building.

5.C. Establish a side setback range of 0' minimum to 45' maximum to allow for a proximity of buildings to one another with shared parking behind.

5.D. Establish a maximum height of 28' to allow for buildings of up to two stories to be located on the corners to physically define the gateway.

5.E. Create a traffic feature such as a raised intersection that will effectively streamline traffic through the intersection and allow for a smooth connection on to Main Street.

5F. Use signage to establish the gateway and direct motorists to the South Main Street Corridor.

***NORTH GATEWAY MIXED  
USE DISTRICT******GOALS:***

- 5. Create a distinctive anchor appearance that signifies arrival into Centerville (*continued*).**

***OBJECTIVES:***

5.G. Establish landscaping requirements to create a distinctive gateway, which can also be in the form of hardscaping.

5.H. Require the use of building materials and architectural elements in the District that are compatible and complementary. Avoid making requirements that will lead to a “themed” look.

5.I. Create parking requirements that do not allow for lots in front of buildings. Parking lots should be located to the rear of buildings.

5.J. Allow on-street parking where possible.

5K. Require street-level entrances from the sidewalk.

## ***CIVIC/CULTURAL DISTRICT OBJECTIVES:***

### ***GOALS:***

### **6. Create a distinctive civic/cultural district that is characterized by a collection of civic buildings and public open space.**

Generally, the Civic/Cultural District includes the lands from 100 North to the south end of the North Gateway/Mixed Use District at the Parrish Lane intersection within the South Main Street Corridor as more particularly shown on the District Map.

The goal is primarily to create a civic district that has an enhanced concentration of public buildings and gathering spaces. The Civic/Cultural District will set the tone for architectural, setting, and signage recommendations for all civic buildings throughout Centerville.

6.A. Incorporate useable green open space around each civic building.

6.B. Establish a setback range that will allow for green space in front of buildings – a 15' minimum and 25' maximum front setback – but not set buildings back too far from the street.

6.C. Establish sidewalk, pathway, and crosswalk requirements to create pedestrian connections within the Civic/Cultural District and to and from the rest of the Main Street corridor.

6.D. Require distinctive elements and architectural styles for civic buildings to set them apart from commercial buildings along Main Street.

6.E. Provide at-grade entryways to all civic buildings from Main Street.

6.F. Require all parking lots to be located to the rear of buildings in the Civic/Cultural District.

6.G. Utilize side setback areas for continuing open/green space rather than paved parking lots.

6. H. Align intersections between the east and west sides of Main Street. Create shorter blocks that are similar to the 330' block of the historic grid by introducing new streets rather than just driveways to parking lots.

6.I. Civic buildings should be more than one-story to allow for a smaller building footprint, which will allow for more public green space around the building.

## ***TRADITIONAL AND CITY CENTER MAIN STREET DISTRICTS***

### *GOALS:*

#### **7. Create a commercial district with a central core intersection that is designed to serve as the heart of the City and support and encourage local businesses.**

Generally, the Traditional and City Center Main Street Districts consist of lands located between 150 North to Porter Lane within the South Main Street Corridor as more particularly shown on the District Map.

The goal is primarily to create a central commercial district along Main Street that will be a counter-balance to the automobile-centric commercial developments along the interstate.

### *OBJECTIVES:*

7.A. Establish a core intersection that has existing assets or potential future assets, such as the historic building at Center Street.

7.B. Concentrate development around the core intersection using small front and side setbacks.

7.C. Establish a front setback range of 0' minimum to 15' maximum for the District. Encourage a smaller range of 0' minimum to 10' maximum for the core intersection. Use the setbacks for active supporting uses such as sidewalk displays and/or dining.

7.D. Consider establishing a side setback range of 0' minimum to 15' maximum for the core intersection and 30' maximum for the rest of the District.

7.E. Consider establishing maximum building footprints to prevent encroachment by larger chain stores.

7.F. Consider providing at least one at-grade entry door from Main Street to each retail space that faces the street.

7.G. Allow on street parking along Main Street within the District.

7.H. Establish sidewalk requirements of a minimum of 8' to provide a wider width within the District for an enhanced pedestrian experience.

***TRADITIONAL AND CITY  
CENTER MAIN STREET  
DISTRICTS******GOALS:***

- 7. Create a commercial district with a central core intersection that is designed to serve as the heart of the City and support and encourage local businesses (*continued*).**

***OBJECTIVES:***

7.I. Require street trees to be planted at an appropriate spacing so as not to obscure buildings with a wall of trees.

7.J. Require the use of building materials and elements that complement the historic context on Main Street.

7.K. Require parking lots to be placed in the rear of all buildings within the District. On-street parking will take the place of parking lots in front of buildings.

7.L. Consolidate curb cuts and driveways so that the block face can serve as an enhanced pedestrian area. Align driveways with intersections and driveways across the street.

**RESIDENTIAL BOULEVARD  
DISTRICT***GOALS:***8. Strengthen the residential areas along Main Street to continue the historic ambiance of residential near the Traditional Main Street District.**

Generally, the Residential Boulevard District consists of lands located between Porter Lane and Pages Lane within the South Main Street Corridor as more particularly shown on the District Map.

The goal is primarily to enhance the residential component of Main Street that serves as a transition and connection from surrounding residential neighborhoods to the Traditional Main Street District.

*OBJECTIVES:*

8.A. Continue some elements of the South Main Street Corridor streetscape design into the Residential Boulevard District, including street trees and street lamps.

8.B. Continue sidewalks on both sides of Main Street into the Residential Boulevard District to provide safe walking routes to and from the core area and school. Sidewalk width in the residential section does not need to be as wide as the core commercial areas, but should have a minimum width of 6 feet.

8.C. Orient residential buildings to Main Street on parcels that front on to Main Street to continue the character of the Corridor.

8.D. Establish fencing regulations along Main Street that are consistent with front-yard fencing, allowing only for low, open fencing under 3' in height or low stone walls (2' height). New privacy fencing ought not to be allowed and existing privacy fencing might be phased out using a City incentive program.

8.E. Designate primary crosswalk areas to provide safe walking routes. Make improvements to existing crosswalks. Identify the best location for an additional crosswalk to access the school.

*GOALS:*

**8. Strengthen the residential areas along Main Street to continue the historic ambiance of residential near the Traditional Main Street District. (cont.)**

***RESIDENTIAL BOULEVARD DISTRICT****OBJECTIVES:*

8.F. Increase the width of the sidewalk (6' minimum) and parking strip (5' minimum, 8' ideal) to provide a safer pedestrian environment.

8.G. Allow and encourage sidewalks from existing residential structures to the sidewalk on Main Street. New residential structures that orient to Main Street shall have a sidewalk connection to the street.

8.H. Minimize curb cuts along the residential district. Garages are to be located back from the street and the front façade of the house. Alley access for garages is recommended.

8.I. When opportunities arise, coordinate and align intersections from the east and west sides of Main Street for streets and pathways. Follow a block length of 330' that is compatible with the historic grid of Centerville.

8.J. Allow on-street parking to provide a buffer between traffic and the sidewalk.



*GOALS:***9. Create opportunities for Traditional Neighborhood development patterns.**

Generally, the Mixed-Use Districts consists of lands located either on the southeast corner of the Pages Lane and Main Street or on the northwest corner of Parrish Lane and Main Street intersections within the South Main Street Corridor as more particularly shown on the District Map.

The goal is primarily to create mixed-use nodes using a combination of commercial, office, and residential uses that will serve as transition area between existing commercial and residential neighborhoods and enhance pedestrian connections.

***NORTH GATEWAY & PAGES LANE MIXED USE DISTRICTS****OBJECTIVES:*

9.A. Continue sidewalks from the Main Street corridor to the mixed-use node areas (southeast corner of the Main Street and Pages Lane intersection; north side of the Parrish Lane and Main Street intersection).

9.B. Establish a front setback range of 0' minimum to 15' maximum to have buildings address the street.

9.C. Establish a maximum height of 35' to allow for buildings of up to three stories to be located within the Mixed-use District.

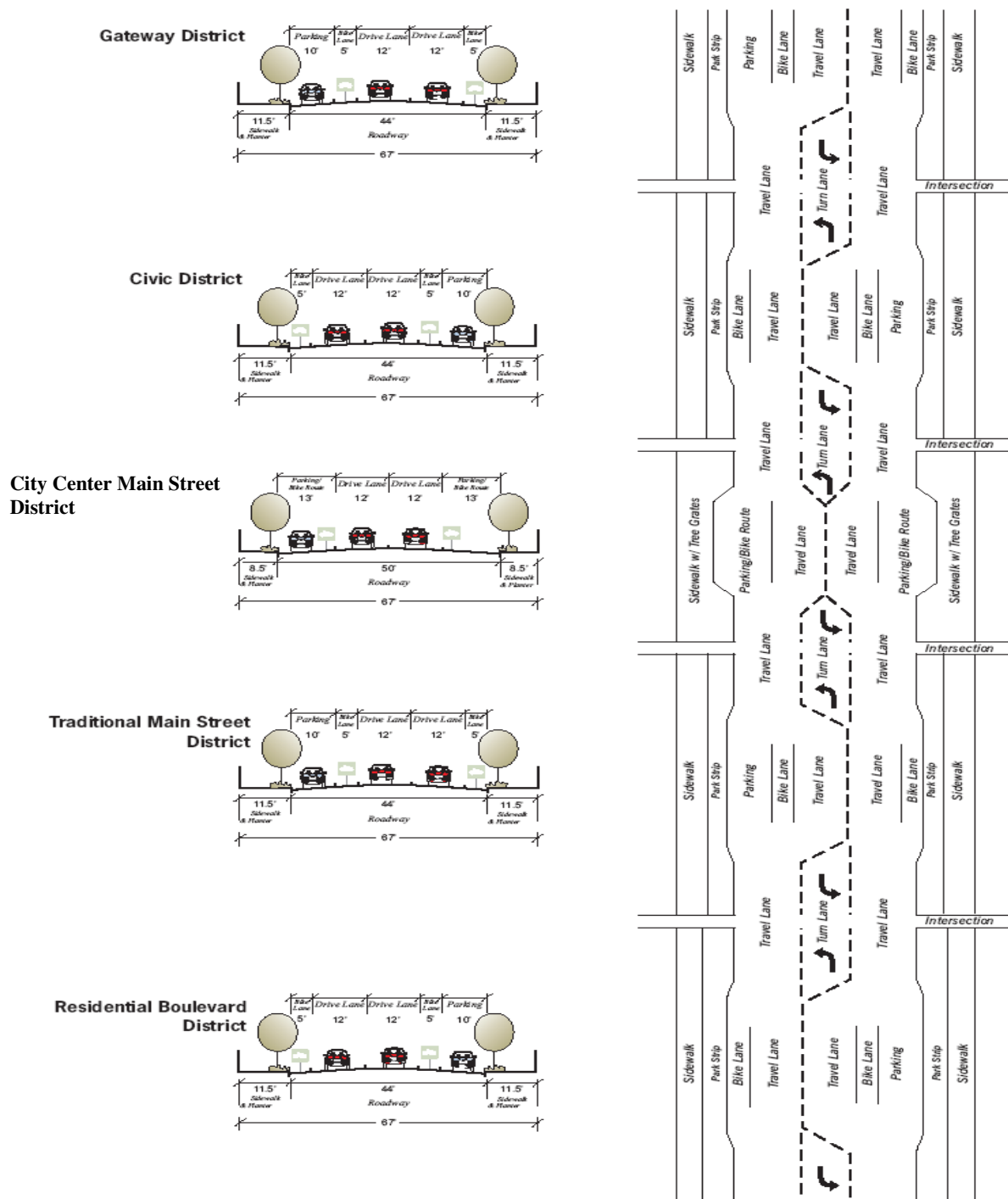
9.D. Create and enhance pedestrian connections to the other areas along the Main Street Corridor through the use of sidewalks and streetscape enhancements.

9.E. Orient buildings to the street, with functional entry doors from the street.

9.F. Utilize an urban streetscape pattern, with plazas, gallerias, and wide sidewalks to enhance the pedestrian experience within the mixed-use area.



-  North Gateway/  
Mixed-Use District
  Residential Boulevard District
-  Civic/Cultural District
  Pages Lane/Mixed-Use District
-  Traditional Main  
Street District
  City Center Main Street District



## Street X-Sections

## South Main Street Corridor

Centerville Main Street Right of Way (ROW) = 67 feet (approx. one foot from back of current sidewalk)

Option 2: Intersections Only: ROW with a Center Lane; Width of center lane can function as a shared transit lane												
District	Sidewalk Zone		Roadway Zone							Sidewalk Zone		Total
	West Sidewalk	Park Strip & Bulb Out	West Parking	Bike Lane	Travel Lane	Center Lane	Travel Lane	Bike Lane	East Parking	Park Strip & Bulb Out	East Sidewalk	
Gateway	7.5	5			15	12	15			5	7.5	67.5
Civic	7.5	5			15	12	15			5	7.5	67.5
City Center	8	4.5			15	12	15			4.5	8	67.5
Traditional Main Street <i>alternate side of on-street parking by block</i>	7	5.5			15	12	15			5.5	7	67.5
Residential Boulevard	6	6.5			15	12	15			6.5	6	67.5
TOD	8.5	4			15	12	15			4	8.5	67.5